C2710-1

$1.25 a copy; $55 a year

Monday, September 9, 1985

Advertising Age

Crain's International Newspaper of Marketing

© Entire contents copyright 1985 by Crain Communications Inc. All rights reserved.

Oh, for heaven's sake!

In a spot for Coca-Cola's new Minute Maid orange soda, a man enters heaven and asks for something to drink. The angels first express shock at his naivete then reply, "All we have up here is Minute Maid orange soda." Marschalk Inc., New York, handles.

Chevy woos women

Sports dollars cut for major effort

By VERNE GAY
and PAUL L. EDWARDS

Chevrolet, in a move that has broad significance to other national marketers, will slash its tv sports spending in order to pursue a new target audience: Women.

The General Motors division today will unveil a radically new strategy using media it either never has used or used on a small scale. For example, Chevy will use women's magazines, direct mail and direct-response print ads.

"Women today are making higher salaries and they have more responsible positions than ever before," said Thomas Staudt, general marketing manager for Chevrolet. "Today they account for about a third of all new-car and truck sales and by 1990 they'll be buying more than half. Even today, counting their influence on purchase decisions, they're responsible for a majority of sales."

Chevy spending in sports, which totaled about $154 million in network tv alone during 1984-85, could drop to $100 million this season. However, one source said sports spending will bottom out at about $125 million.

Chevrolet's 1984 national media spending was more than $200 million, making it the largest single-brand account among advertisers in the U.S.

Chevy also will begin production of its own daytime tv programs. It is not known what the programs will be nor who actually will produce the shows, although they are not expected to be soap operas.

Chevy also will begin a test schedule next month on ABC-TV daytime shows, the first daytime network tv buy for an auto marketer in years except for an earlier test Chevy tried with CBS-TV. That test failed, according to one source, because CBS' daytime demographics skewed too old.

If the ABC test is successful, sources said Chevy could begin a major push in network daytime sometime this fall.

Also in its network tv plan, Chevy is shifting millions of dollars from sports into prime time in a continuation of a trend it started last year. However, this season Chevy will be advertising in programs that last year would have been rejected because of their violence. The most striking example is "Miami Vice," which last year Chevy and all other GM divisions passed on because of program content. It was one of NBC's successful newcomers last season.

Like all domestic and many import auto marketers,

(Continued on Page 130)

'Coke is it' line gets canned

By NANCY GIGES

Coca-Cola USA will say so long to its three-year-old "Coke is it" ad theme and present new advertising to bottlers in meetings across the country this week.

The new campaign, complete with new music, is intended to run for several months until the soft-drink company has time to regroup and work out executions that fit into its long-term strategy. The series of new spots uses the imagery of packaging to lay the groundwork for a "megabrand" story.

Since the world's largest soft-drink company rocked the American marketplace in April—first by reformulating 99-year-old Coca-Cola, then by reversing its position by bringing back the original formula as Coke Classic—the company has been producing commercials here and there by fits and starts.

Commercials thought to have been put to rest before new Coke appeared were revived; president Donald Keough agreed to appear as spokesman in several spots telling consumers why the company reversed itself, and agency McCann-Erickson quickly threw together some other spots telling

(Continued on Page 132)

Last Minute News

Agencies joust to win Armour

Ballwin, Mo.—ConAgra is reviewing its $15 million Armour Frozen Foods account. Pitching the business are incumbent Bozell & Jacobs, Dallas; Fallon McElligott Rice, Minneapolis, and one other unidentified agency. Armour says the review doesn't affect B&J's handling of its $10 million Armour Processed Meats account.

Saatchi seeks to acquire Gray pr shop

New York—Saatchi & Saatchi Compton is negotiating with Gray & Co. to acquire the $18 million public affairs agency, based in Washington. Early this summer Gray held preliminary talks with Ogilvy & Mather. In the past year, Saatchi purchased Rowland Co., New York, one of the nation's top 10 independent pr agencies.

Martin moves Topol creative account

Union, N.J.—Jeffrey Martin Inc. has assigned creative work for Topol smokers' tooth polish to Saatchi & Saatchi Compton, New York, from its in-house shop, Dunnan & Jeffrey. The latter will continue to handle media buying. Measured media spending for the brand last year was $12 million. Martin also is talking to other shops for some other brands still handled in-house, including Lavoris mouthwash. Other agencies on the company's roster are Sudler & Hennessey Consumer Group, which has

(Continued on Page 8)

John Denver touts new Post Natural Raisin Bran in his first product endorsement.

New GF raisin bran a natural

By NANCY GIGES

General Foods, White Plains, N.Y., has reformulated and renamed its raisin-bran cereal and is breaking a $15 million ad effort Sept. 9.

Post Raisin Bran has become officially Post Natural Raisin Bran, now that the company has taken out preservatives and has removed the sugar coating previously dusting the raisins.

The new campaign uses country singer John Denver in his premiere appearance as a product endorser. The introductory spot opens with the music of his ballad "Welcome to My Morning" and then shows the singer talking about the natural, unsugared raisins in the cereal.

Filmed near Mr. Denver's home in Aspen, Colo., the spot ends by playing off one of his

(Continued on Page 132)

Slumbering Carnation Co. stirs

By JENNIFER PENDLETON

Los Angeles—Carnation Co., long considered a sleeping giant among major U.S. food companies, seems to be awakening under the guidance of its new and distant owner, Nestle SA.

Outwardly, Carnation seems little different than when the Vevey, Switzerland-based conglomerate purchased it several months ago (AA, Sept. 6, '84). But there are signs that change is at hand.

Among the indications:

- Carnation has set up a new-business development group to explore the introduction of new products for the U.S. market.

Headed by Nelson Knapp, a longtime Carnation executive and director of new-business development, the six-member team is considering adapting some international Nestle products for the U.S., as well as developing completely new products under Carnation brand names, sources say.

Among the possibilities rumored to be under consideration is using the Carnation brand on a number of new "mother's products," such as baby formula, in the U.S. and abroad. The rationale: The Carnation name, with its pristine image, might help Nestle overcome the hits it took when consumer groups charged it with contributing to the ill health of Third World babies. (Consumer groups singled out the Swiss company in charging that uneducated mothers in poor nations, influenced by advertising, chose canned and powdered formula for their infants, often mixing it with contaminated water, rather than breast feeding.)

Nestle also is said to be interested in opportunities to sell Carnation pet food internationally.

- For the first time, Carnation is working under a five-year plan. In the past, the company functioned under goals set on a yearly basis.
- Carnation's 78-year-old chairman-ceo, H. Everett Olson, an accountant by training, retired a few months ago. His retirement was expected, but it seems to have

(Continued on Page 132)

NEWSPAPER

AA
DC2001#CONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
BASHINGTON DC 20014

HIGHLIGHTS

Hill hums with FTC gossip 4
The music has stopped on one of Washington's most intriguing games of musical chairs, with James Miller III still sitting in the chairman's seat at the Federal Trade Commission. How soon he can move to the Office of Management and Budget, and who will replace him at FTC, are the questions of the hour.

Bitters go better 4
Angostura International this week begins a four-week radio campaign in New York and Chicago for its Angostura Aromatic Bitters. The campaign promotes the herbs-and-alcohol concoction as an ingredient in a drink called the Charger, which the spots characterize as a "new adult soft drink."

Overnight quarters 6
Federal Express will challenge business customers to budget an extra 25¢ for their overnight letters in a new $3 million campaign that attacks the U.S. Postal Service's Express Mail.

Getting uppity 10
Cadillac, a symbol of automotive luxury in the U.S., has set its sights on what once would have seemed a redundant goal: Moving upscale.

They're Beatrice, all right 12
Believing it has consolidated sales and marketing functions with the Esmark brands it acquired last year, Beatrice Cos.' U.S. Foods division is wooing retailers with line extensions and new products backed by heavy multibrand support.

It's Jack's turn now 14
Like the vaudevillians who performed after Burns and Allen, *Gentlemen's Quarterly* publisher Jack Kliger has a tough act to follow.

Time to compete 36
Citizen Watch Co. of America is gunning for No. 1-selling Seiko this fall, spending $15 million on a new tv campaign breaking today in 50 markets.

Canadian Club goes classic 55
Hiram Walker Inc.'s new "barrel-blended" superpremium Canadian whisky is getting a rich, superpremium ad boost. The 125-year-old distiller is spending more than $4.5 million in a six-state launch of Canadian Club Classic whisky.

Sign of Scorpio 66
Lincoln-Mercury is considering a regional launch of the Scorpio addition to the Merkur line when it arrives next year from Ford of Germany.

Promoting fun and profit 100
Bally Corp., which last year bought the Six Flags Great America park from Marriott for $115 million, has taken a marketing page from competitor Walt Disney and enlisted corporate sponsors for various attractions, restaurants and shops at the park.

CREATIVE WORKSHOP

Brewing something new 45
Stroh Brewery Co. in the last few years has been taking a microscope to consumers' drinking habits to find new growth areas—no small feat in an industry whose heyday now seems a distant memory.

Getting creative 46
Unleashing consumers' creativity can be the first key step to marketing success, says Robert Burian, senior market-research analyst at IBM Corp.

INTERNATIONAL

Teens of the rising sun 81
Japanese teen agers are becoming important consumers as they continue to spend more and more of their money on alcohol, cars and electronic gadgetry, according to research done by Marplan Japan, the McCann-Erickson affiliated research company.

Gruesome Greenpeace 81
A striking and controversial outdoor board campaign for the environmental group Greenpeace that is designed to discourage consumers from buying fur coats has been made into an even more striking advertisement running in U.K. movie theaters.

VIDEOTECH

LBS bets on daytime 84
Inday, the two-hour first-run afternoon program service that premieres Oct. 7, is the biggest gamble LBS Communications has taken in its nine-year history.

A spirited battle 92
It's Columbia Pictures Television against Casper the Friendly Ghost, Huey Lewis and The News, Bill Murray and Dan Aykroyd over the studio's plans for an animated tv version of the hit movie "Ghostbusters."

OTHER NEWS

After several years as sophisticated sleepers, the two leading imported rums are stepping out this fall with new campaigns that depart dramatically from previous strategies. Page 4.

Quaker Oats Co. is telling the trade it will spend $50 million this fall on its Kibbles n' Bits n' Bits n' Bits and Love Me Tender Chunks soft-dry dog foods. Ad support includes network tv and couponing as well as trade allowances. Page 6.

Gorman Publishing Co. has added to its cart of food manufacturing journals another title on the retailer side—*Grocers' Spotlight*, a tabloid-style magazine designed for supermarket operators. Page 10.

Pizza Inn hopes to take a bite out of the upper-crust pizza market with its new Stuffed Pizz-Aah Pie. Page 36.

CAMPAIGNS BREAKING

The Las Vegas Convention and Visitors Bureau's new advertising campaign, designed to undercut the rise in international travel among Americans, is appearing in September issues of national consumer magazines. The gambling capital is presented as "The American way to play" in the print ads, tv spots breaking in 10 major markets Sept. 12 and on outdoor boards across Southern California. R&R Advertising, Las Vegas is LVCVB's agency (AA, July 22).

Pillsbury Co.'s Green Giant, Minneapolis, begins a network tv campaign Sept. 14 for its 11-item Valley Combinations line of frozen, mixed vegetables, with spots breaking during the "Miss America Pageant." Coupons on-pack and via freestanding newspaper inserts begin in mid-September and mid-October, respectively (AA, May 27).

Ford Motor Co., Dearborn, Mich., begins its network tv and radio campaign Sept. 15 for its new Ford Aerostar minivan. The theme "The Age of Aerostar" is an adaptation of "The Age of Aquarius" from the 1960s rock musical "Hair" (AA, Aug. 26). Magazine ads debut with front-cover gatefolds in five newsweeklies the week of Sept. 16. Agency is J. Walter Thompson USA, Detroit.

COMING THURSDAY

Jeb Brown, 38-year-old president of Earle Palmer Brown Cos., wants growth and fame for his agency. He's taken his father's Bethesda, Md., agency from $3 million in billings in 1974 to $19 million in 1980, and then to $100 million in billings today.

In Special Report—Women are put into segments whether they like it or not. Charting changes in these segments aids advertisers' targeting in marketing to women.

REGULAR FEATURES

ADBEAT 124
ADVERTISING MARKETPLACE 121
AGENCY PEOPLE 108
BEST OF PRESS 104
BRADY'S BUNCH 114
BUSINESS TO BUSINESS 125
CAMPAIGNS BREAKING 2
COMING CONVENTIONS 84
CON-SID-ERATIONS 18
CORRECTIONS & CLARIFICATIONS 6
EDITORIAL 16
FOR THE RECORD 129
FORUM 20
GETTING PERSONAL 32
LETTERS 24
MARKETING BY MAIL 112
MEDIAMOVES 56
MEDIA PEOPLE 118
OBITUARIES 88, 128, 130
ON THE LOOSE 55
PERSONAL PRIVILEGE 26
PHOTO REVIEW 28
PRESSTIME 8
REGIONAL NEWS 110
REPORTAGE 61
VIDEOTECH UPDATE 88
WORLD NEWS ROUNDUP 3

FIGURES TO FILE

NEWSPAPER AD SPENDING IN MAY, '85 104

Vol. 56, No. 70—ADVERTISING AGE (ISSN 0001-8899) is published twice weekly except once a week the first week in January, the first week in July, the fourth week in November and the fourth week in December at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691. $1.25 a copy on Monday, 75¢ a copy on Thursday. $55 a year, $100 two years. Add $143 per year for air delivery to Europe & Middle East. Add $49 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; ROGER DI GREGORIO, fulfillment director; HEIDI SCHULTZ, senior circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to circulation department, Advertising Age, 740 Rush St., Chicago, Ill. 60611 (312) 649-5200.

Danish vodka to Whitbread

By GAY JERVEY

Lacking an imported vodka since losing the rights to Finlandia this year, Buckingham Wile has quietly signed with Denmark-based Peter Heering AG to introduce Denaka in the U.S.

Sources report the brand, a relatively new product even in Denmark, will first be available in Florida, Rhode Island and upstate New York, with a national rollout expected by the end of 1986.

Because Buckingham Wile, a Lake Success, N.Y.-based division of Whitbread N.A., expects the brand to yield high volume sales numbers, it will be marketed by Buckingham subsidiary Fleischmann Distilling Co. Fleischmann already handles such big-ticket items as Fleischmann's Preferred whisky, Fleischmann's gin and Fleischmann's Royal vodka. Fleischmann's agency, MacNamara, Clapp & Klein, New York, has been assigned advertising for Danaka.

Fleischmann marketing director

(Continued on Page 132)

West Coast news

Cal. lottery sets theme

The California State Lottery will describe what will be the U.S.' largest state-run game as "A good feeling for a lot of reasons," in tv, radio and newspaper ads starting Sept. 26. The $22 million campaign will emphasize the fun of the lottery, rather than the chances of winning—a strategy in keeping with the state's expressed desire to avoid misleading unindoctrinated Californians on their chances of becoming $2 to $2 million richer. The lottery starts Oct. 3. Needham Harper Worldwide, Los Angeles and Sacramento, is the agency.

Southern California Gas Co., Los Angeles, picked Foote, Cone & Belding, Los Angeles, as its agency on its $3 million account, previously at Doyle Dane Bernbach, Los Angeles, for 18 years. Also competing in the review against

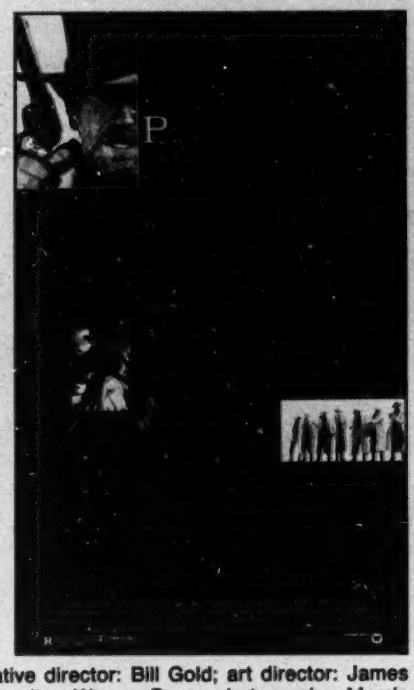
(Continued on Page 134)

Our new look

With this issue, Advertising Age introduces an expanded Highlights section on Page 2. The Highlights redesign will enable readers to quickly gain access to the latest news developments in U.S. and foreign marketing and advertising centers that are reported in detail on other pages of the publication.

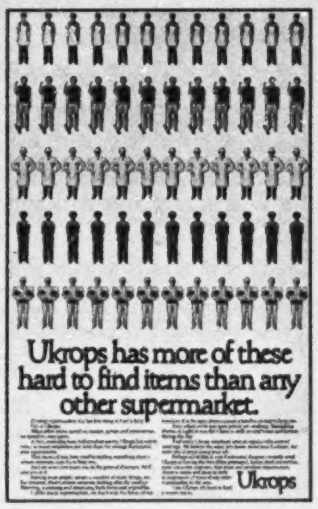
"Additional features, each tailored to serve reader interests and needs, and providing more timely and comprehensive information, also have been developed for introduction in AA's Monday edition," said Fred Danzig, AA editor.

BEST OF PRESS



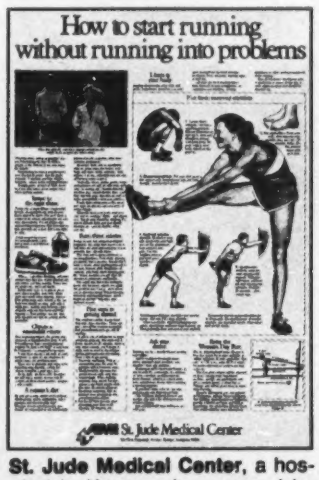
Warner Bros. announced Clint Eastwood's "Pale Rider" in this special, four-page advertising section in *USA Today*. Created by Bill Gold Advertising, New York, the section contained a poster-size illustration of Mr. Eastwood that ran horizontally across the center spread, with the black pages used as the opening and closing of the section. Creative director: Bill Gold; art director: James Hedden; copywriter: Warner Bros.; photography: Marcia Reed; illustrator: Michael Dudash.

Coca-Cola wished America a happy birthday in this July 3 ad, via McCann-Erickson, New York. The ad represents an excellent use of newspaper advertising for image advertising. Creative directors: Ira Madris, Bruce Nelson; art director: Tim Shortt; copywriter: Richard Levey; photographer: Chuck White.

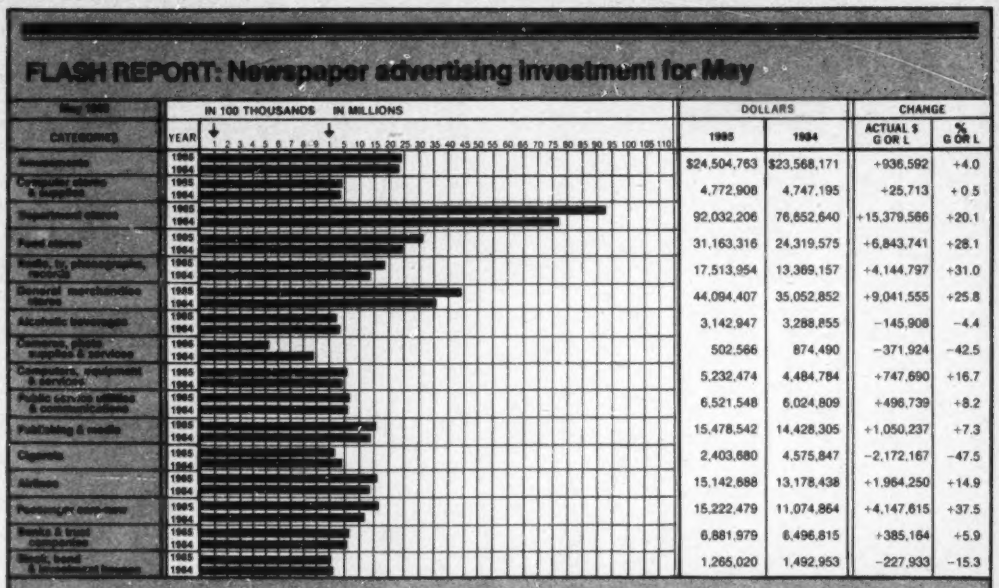


Ukrops, a grocery chain in the Richmond, Va., area, used this page ad, one in a series created by Westbrook Inc., to take the highly atypical position as a service-oriented business. Art directors: Carylyn Tye and Wayne Gibson; copywriters: Bill Westbrook, Kerry Feuerman; illustrator: Reid Icard.

Daddy Warbucks, of the Tribune Syndicate's "Annie" comics strip, is the celebrity spokesman for Chivas Regal scotch in this Father's Day ad from Doyle Dane Bernbach, New York. This ad demonstrates a fresh usage of a pop culture figure in liquor advertising. Art director: Lester Feldman; copywriter: Mike Mangano.



St. Jude Medical Center, a hospital in Kenner, La., owned by AMI, ran this ad, via Ogilvy & Mather, Atlanta, on the pitfalls of recreational jogging. Creative director: Stephen Heller; copywriter: Julie Burmeister; art director: Charlie McQuilkin.


FLASH REPORT: Newspaper advertising investment for May
IN 100 THOUSANDS
IN MILLIONS
DOLLARS
CHANGE
YEAR
1985
1984
ACTUAL $ G OR L
% G OR L
Amusements $24,504,763 $23,568,171 +936,592 +4.0
Computer stores & supplies 4,772,908 4,747,195 +25,713 +0.5
Department stores 92,032,206 76,652,640 +15,379,566 +20.1
Food stores 31,163,316 24,319,575 +6,843,741 +28.1
Radio, tv, phonographs, records 17,513,954 13,369,157 +4,144,797 +31.0
General merchandise stores 44,094,407 35,052,852 +9,041,555 +25.8
Alcoholic beverages 3,142,947 3,288,855 −145,908 −4.4
Cameras, photo supplies & services 502,566 874,490 −371,924 −42.5
Computer, equipment & services 5,232,474 4,484,784 +747,690 +16.7
Public service utilities & commissions 6,521,548 6,024,809 +496,739 +8.2
Publishing & media 15,478,542 14,428,305 +1,050,237 +7.3
Cigarets 2,403,680 4,575,847 −2,172,167 −47.5
Airlines 15,142,688 13,178,438 +1,964,250 +14.9
Packaging companies 15,222,479 11,074,864 +4,147,615 +37.5
Banks & trust companies 6,881,979 6,496,815 +385,164 +5.9
Stocks, bonds & investment houses 1,265,020 1,492,953 −227,933 −15.3
This Flash Report on newspaper advertising investments, compiled for Advertising Age by Media Records, is derived from sample editions that cover 29 dailies and 23 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Cincinnati, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown.
Source: Media Records Inc.

Merry May for papers

By WILLIAM F. GLOEDE

NEW YORK—Advertisers pumped $42.2 million more into major-market newspaper advertising in 16 measured categories in May, 1985, than they did in the same month in 1984, according to the ADVERTISING AGE Flash Report prepared by Media Records Inc.

Gaining categories outnumbered losers by 12 to 4, with losses coming only in the alcoholic-beverages category, where spending fell 4.4% to $3.1 million; cigarets, which were off 47.5% to $2.4 million; cameras, photo supplies and services, which suffered a 42.5% drop to $502,566, and stocks, bonds and investment houses, which were down 15.3% to $1.3 million.

New-car ad spending led the gainers in percentage, with a 37.5% jump to $15.2 million, and department stores led in dollar volume with an increase to $92 million. Other large gainers were food stores, up 28.1% to $31.2 million; general-merchandise stores, up 25.8% to $44.1 million; radio, tv, phonographs and records, up 31% to $17.5 million, and airlines, up 14.9% to $15.1 million.

The amusements category, which includes movie advertising, was up 4% to $24.5 million; computer stores and supplies remained relatively even with May, '84, with a 0.5% increase to $4.8 million; computer equipment and services were up 16.7% to $5.2 million; public service utilities and commissions were up 8.2% to $6.5 million; publishing and media were up 7.3% to $15.5 million, and banks and trust companies gained 5.9% to $6.9 million.

Media Records measures advertising linage/inches in 29 daily and 23 Sunday newspapers in 15 major markets in compiling the Flash Report.

Best of Press selections are made by a committee of three: Hank Simons, vp-creative director of the Newspaper Advertising Bureau; James Dunaway, vp-information at the bureau, and William F. Gloede, ADVERTISING AGE's newspaper industry reporter. National System Inc., St. Louis, provides tear sheets to the Newspaper Advertising Bureau for much of this work. Agencies, clients and newspapers are invited to submit ads for review. Submissions should be sent to Mr. Gloede at AA's New York bureau.

BUSINESS TO BUSINESS

Advertisers polishing image-ad budgets

By THOMAS F. GARBETT
Crain News Service

The nation's top 500 corporate advertisers boosted their corporate advertising volume in six major media by 67% last year, compared with 1983.

And according to preliminary data, corporate advertising activity is likely to increase 20% this year compared with last—if the economy holds.

Comprehensive corporate advertising data compiled for the first time in the BAR/LNA Report, now published by Interactive Market Systems, New York, show significant 1984 gains in all six media studied: Magazines, newspaper supplements, network and spot tv, network radio and outdoor. Expenditures in spot tv and outdoor more than tripled.

Outdoor's corporate advertising gain last year was due in part to community relations campaigns in corporate plant cities and major efforts by Joseph E. Seagram & Sons and Anheuser-Busch Cos. to promote moderation in the use of alcoholic beverages.

The growth in spot tv reflects a growing interest in that medium among advertisers who cut corporate costs by limiting the number of markets covered. To some extent, the data also reflect spot tv's greater acceptance of issue advertising, compared with network tv.

Nonetheless, the 91 corporate advertisers that used network tv last year spent 86% more, to make it the No. 1 medium in corporate advertising expenditures for the first time.

Magazines continued to be the most popular medium, however, employed by 417 out of the top 500 advertisers. Starting from a larger base, their growth was a still-hefty 33%.

Although comparable data for newspapers are not available from the BAR/LNA Report, *Barron's*, the *New York Times* and the *Wall Street Journal* say they experienced similar corporate advertising growth during the same 1983-84 period.

Notoriously sensitive to business cycles, corporate advertising's surge in 1984 must in good part be attributed to the improvement in last year's economic picture. Many companies that had cut or dropped corporate advertising during the recession came back in mid-'83 or '84—some of them, like Beatrice Cos., in a big way.

Although the top 10 spent one-third more than they did in 1983, it was those spending from $500,000 to $10 million that showed the sharpest increase, particularly those companies clustered at the $1 million-to-$3 million level.

That hard core of the corporate advertising fraternity helped the top 200 register a whopping 69% increase.

Noticeable in that group was increased activity by aerospace and pharmaceutical companies. Although those industries represent very different situations, they share strong bottom-line concerns. Pharmaceutical companies must enhance their reputations in the face of generic-drug market gains. And the aerospace companies seek greater market shares of the growing defense dollar.

During the last recession, a number of industries altered corporate advertising strategies, causing shifts in industry-by-industry rankings. That trend continues.

For example, oil companies, which once dominated the top 10 roster of image advertisers, have yielded to the automotive field. Anxious to battle imports, car makers stress engineering and manufacturing quality.

High-technology electronics companies also have boosted corporate advertising to promote their engineering and research-and-development capabilities. And in many cases, their campaigns are used to prepare the marketplace for a long line of products with short life cycles. Launching each product under a separate name with its own conventional product advertising campaign becomes an expensive proposition with only short-range benefits. Hence companies such as Harris Corp., in hardware, and Peachtree Software and Xerox Corp., in office automation, promote the company and the line all at once.

That creates an umbrella or backdrop effect providing continuity for a changing array of products and services. Complicated product systems requiring custom applications share a similar problem. Companies meet the challenge with strategies such as "establishing the corporation's presence as a major resource."

The targets for such line-wide, "market prep" advertising are business executives—including important segments of the investment community. Therefore, such corporate advertising frequently serves a dual purpose, keeping Wall Street informed of the company's activities as well.

As might be expected, the line between corporate advertising of that sort and product advertising frequently is blurred. It is often necessary to call the advertisers to find out just how a particular campaign should be categorized. That is just one of the difficulties that has plagued those measuring corporate ad activity.

AT&T once again was the largest corporate image advertiser, that despite its reduction in over-all spending in the category. While none of the Bell spin-off companies made it into the top 20, they all used corporate advertising to hold onto stockholders following the AT&T breakup.

General Motors Corp. wrested second from Ford Motor Co., which dropped to third. Chrysler Corp., although spending $1 million more than it did the year before, dropped from the fifth to 11th slot.

Last year, corporate advertisers had to run hard just to stay in place. IBM Corp. did just that, holding on to fourth position by increasing its expenditures by about one-third. Advertisers such as Beatrice, American Express Co. and Wang Laboratories joined the top 10 for the first time in spots five, six and seven, respectively. K mart Corp., one of a number of retail chains that have become increasingly active corporate advertisers, found itself in ninth position. Two longtime corporate advertisers, GTE Corp. and ITT Corp., both increased expenditures and stayed in the top 10. But they dropped to the eighth and tenth positions, respectively.

Amid the flurry of domestic advertiser activity, the invasion of foreign-based corporate advertisers has gone almost unnoticed. The number of foreign companies promoting themselves to upscale Americans is a sign that the world is rapidly becoming one interre-

(Continued on Page 128)

Top 50 business/industrial agencies

Rank	'84 Gross Business-to-business Billings	'83 Gross Business-to-business Billings	'84 Gross Income*	'84 Gross Billings*	Agency Name	Location	Employees	Offices
1	177.8	155.0	92.5	680.0	Bozell & Jacobs Inc.	New York, N.Y.	1,591	12
2	157.2	165.4	154.1	1,085.1	Doyle Dane Bernbach Group	New York, N.Y	1,969	19
3	105.0	85.0	NA	285.0	Scali, McCabe, Sloves Inc.	New York, N.Y.	600	9
4	103.8	94.0	75.2	501.9	HCM	New York, N.Y.	1,329	31
5	101.0	67.3	60.8	406.0	Ketchum Communications Inc.	Pittsburgh, Pa.	1,100	16
6	95.0	90.0	46.0	310.0	HBM/Creamer	New York, N.Y.	700	7
7	86.6	71.3	12.9	86.6	Muir Cornelius Moore Inc.	New York, N.Y.	125	2
8	79.1	78.8	10.2	89.7	Fletcher/Mayo/Associates	St. Joseph, Mo.	195	5
9	67.0	58.0	10.0	67.0	Anderson & Lembke	Stamford, Conn.	216	9
10	67.0	70.0	NA	782.0	Needham Harper Worldwide	New York, N.Y.	2,600	31
11	55.9	46.3	8.3	55.9	Rolf Werner Rosenthal	New York, N.Y.	110	1
12	50.4	41.4	7.1	50.4	DBG&H Unlimited Inc.	Dallas, Texas	187	7
13	48.0	43.0	37.0	253.1	DYR Inc.	New York, N.Y.	765	11
14	45.5	36.7	NA	56.8	Mandabach & Simms Inc.	Chicago, Ill.	145	5
15	45.0	40.0	NA	300.0	Campbell-Mithun Inc.	Minneapolis, Minn.	225	2
16	42.0	NA	6.0	42.2	Stakig, Sanderson & White Inc.	McLean, Va.	86	4
17	41.2	41.0	5.8	41.2	Klemtner Advertising Inc.	New York, N.Y.	90	1
18	40.0	30.0	20.0	100.0	Cole & Weber Inc.	Seattle, Wash.	300	6
19	39.8	26.9	8.9	62.9	Brouillard Communications	New York, N.Y.	100	2
20	38.7	38.1	5.5	38.7	McKinney Inc.	Philadelphia, Pa.	90	4
21	38.7	32.6	22.4	114.0	Keller Crescent Co.	Evansville, Ind.	585	2
22	38.6	27.1	4.7	50.3	William R. Biggs/Gilmore Associates	Kalamazoo, Mich.	89	5
23	38.0	26.0	92.0	610.0	BBDO Inc.	New York, N.Y.	1,070	3
24	38.0	34.0	12.5	85.0	Fahlgren & Swink	Parkersburg, W. Va.	240	8
25	37.1	35.5	8.8	59.2	Creswell, Munsell, Fultz & Zirbel Inc.	Cedar Rapids, Iowa	176	2
26	36.6	27.3	7.5	50.1	Colle & McVoy Advertising	Minneapolis, Minn.	148	5
27	34.9	29.1	5.3	35.5	Bader Rutter & Associates, Inc.	Brookfield, Wis.	92	1
28	32.0	27.0	NA	59.0	Reiser Williams de Yong	Irvine, Calif.	75	2
29	30.0	24.0	4.4	30.0	Gray Strayton International	Waltham, Mass.	80	3
30	29.8	16.6	6.5	41.4	The Aragon Companies Inc.	St. Louis, Mo.	200	1
31	29.2	28.3	NA	66.0	Meldrum & Fewsmith	Cleveland, Ohio	154	3
32	28.0	23.3	4.2	28.0	Frank J. Corbett Inc.	Chicago, Ill.	60	1
33	26.6	16.8	6.6	44.3	The Martin Agency	Richmond, Va.	128	3
34	26.0	22.1	NA	53.0	Kobs & Brady Advertising	Chicago, Ill.	125	3
35	26.0	26.0	3.5	26.0	Pinne, Garvin, Harbers & Hock Inc.	San Francisco, Calif.	52	1
36	24.6	20.8	NA	40.0	Barkley & Evergreen	Shawnee Mission, Kan.	60	2
37	23.2	19.8	14.0	38.0	Group 3three Advertising	Pompano Beach, Fla.	46	2
38	22.9	20.0	11.4	24.3	Kenrick Advertising Inc.	St. Louis, Mo.	79	1
39	22.7	69.4	91.2	652.5	NW Ayer	New York, N.Y.	2,300	16
40	22.0	14.0	3.7	22.0	Leance/Herbert/Bowers	Newport Beach, Calif.	32	1
41	21.2	20.7	NA	23.5	The Juhl Agency	Elkhart, Ind.	82	2
42	21.0	16.9	5.0	36.1	Lord, Sullivan & Yoder	Marion, Ohio	99	2
43	20.8	17.2	4.8	52.0	Grant/Jacoby Inc.	Chicago, Ill.	90	1
44	20.5	16.5	3.3	22.1	Schaeffer Advertising Inc.	Valley Forge, Pa.	65	1
45	20.0	152.9	NA	160.0	Doremus & Co.	New York, N.Y.	350	8
46	20.0	16.0	6.3	35.0	Faller Klenk & Quinlan Inc.	Buffalo, N.Y.	200	4
47	20.0	17.0	3.0	20.0	Gordon Bailey & Associates	Stone Mountain, Ga.	36	2
48	19.2	17.0	4.2	27.7	VanSant, Dugdale & Co.	Baltimore, Md.	75	2
49	17.6	12.9	2.6	17.6	Alexander Marketing Services Inc.	Grand Rapids, Mich.	40	2
50	17.6	19.3	2.6	17.6	Hammond Farrell Inc.	New York, N.Y.	28	1

All billings and income figures are in millions of dollars
* Refers to all agency accounts, not only business-to-business
Source: BUSINESS MARKETING, copyright 1985 Crain Communications Inc.

May Advertising Age be of service?

A. To Enter or Renew Your Subscription . . .

☐ CHECK HERE for a full year of Ad Age, 52 weeks of advertising/marketing news and information wherever it's happening. Just $55, the basic rate.

Europe & Middle East add $143 per year for air delivery. All other foreign add $49 per year for surface postage.

☐ New. ☐ Renewal. ☐ Payment enclosed.
☐ Bill me. ☐ Bill company.

NAME (PLEASE PRINT)

TITLE

COMPANY

NATURE OF BUSINESS

☐ HOME OR ☐ BUSINESS ADDRESS

CITY/STATE ZIP

B. To Change Your Address . . .

☐ CHECK HERE and print your new address **above.** If available, please attach the mailing label from your most recent issue to this form. Allow 4 weeks for change to be made.

C. To Ask a Question About Your Subscription . . .

☐ CHECK HERE and attach the mailing label from your most recent issue to this form and mail to us with your question(s). This will avoid delays and allow us to serve you better.

MAIL FORM TO: Subscription Manager/Advertising Age
740 Rush Street Chicago, IL 60611

☐ I prefer not to receive information or advertising by mail from companies not affiliated with Crain Communications.

ATTACH LABEL HERE
for subscription
inquiries or change
of address.

UPS delivers overnight pitch

By BRIAN MORAN

United Parcel Service, facing mounting competition and sluggish demand in its traditional package business, broke an estimated $5 million campaign last week for its overnight delivery service.

The spot tv and print effort, via Ammirati & Puris, New York, addresses a segment that accounts for only about 10% of UPS revenues. Yet overnight services are the fastest-growing—and most competitive—battlefield in the $11 billion parcel-delivery business.

The campaign promotes the efficiency and low prices of the 78-year-old, Greenwich, Conn.-based company that entered the overnight package-delivery market in 1982. In June, UPS made a more serious move into the segment with the introduction of an overnight letter service.

Both services compete against big players, including the U.S. Postal Service; Federal Express, Memphis; Emery Air Freight Corp., Wilton, Conn., and Purolator Courier Corp., Basking Ridge, N.J.

The new ad effort points up rivals' supposed deficiencies but—in the traditional style of UPS—does not name any competitors. The company's new ad theme is "We run the tightest ship in the shipping business."

Three tv commercials play up UPS' obsession with efficiency. One spot points out that UPS washes all of its airplanes every day, a practice that reduces wind drag and saves thousands of tons of jet fuel each year, leading to lower prices. (UPS also washes its entire fleet of 46,000 trucks daily.)

Another spot traces the history of UPS through the eyes of the company's founder, Jim Casey, and his credo "Hustle where others dawdle."

A third spot shows a group of awed Japanese businessmen touring UPS' Louisville hub, marveling at the company's attention to detail. The spot concludes with a shot of the ever-thorough Japanese visitors filing, assembly line-style, through a familiar UPS delivery truck.

Ralph Ammirati, agency chairman and creative supervisor on the campaign with president Martin Puris, said UPS gets scores of requests each year from Japanese businessmen asking for tours. "We thought that made for a good commercial," Mr. Ammirati said. "It's not too often that the Japanese come here to observe how efficiently Americans can run a business." A fourth tv spot, scheduled to join the pool later this month, will promote UPS' overnight letter service. UPS supported the June introduction of the service with newspaper ads in major markets (AA, May 23).

The tv spots will run in prime, late news and sports programing in 12 major markets, said Derek Hewitt, vp-management supervisor at A&P, which took over the $10 million UPS account last fall (AA, Sept. 24, '84). The commercials also will run on cable, including Cable News Network, ESPN and USA.

Copy for UPS' new print ads promotes a range of services, including Next Day Air, 2nd Day Air, automatic daily pickups and 48-state service. The print schedule includes *Time*, *Forbes* and transportation trade magazines.

Mr. Hewitt said the campaign is targeted primarily at existing users of UPS' two-to-five-day package delivery service.

"We're trying to build awareness among current customers that UPS now has a whole menu of services," he said.

A new tv spot for United Parcel Service's overnight delivery services features a group of efficiency-minded Japanese businessmen touring UPS' Louisville hub facilities. Ammirati & Puris handles.

For example, UPS' overnight letter guarantees next-day delivery between any two addresses, a service that the Postal Service and other competitors cannot match.

But some analysts believe that superefficiency in overnight service cannot stem the current slowdown in UPS' key business, small-package delivery. Although analysts estimate that UPS controls about 60% of that $8 billion market, the company is facing a challenge from Roadway Package Systems, a Pittsburgh-based subsidiary of the giant Roadway Services trucking company that entered the market in March.

Roadway's small-package business, which reaches about 35 cities, is scheduled to expand to 40 cities this month. Advertising is handled by Marc & Co., Pittsburgh.

"THE REBEL"

THE CURTIS LICENSING CORPORATION

Celebrity Estate Licensing Specialists

1000 Waterway Blvd.
Indianapolis, IN 46202
(317) 633-2053

*James Dean
*Babe Ruth
*Buddy Holly
*Elvis Presley
*Abbott & Costello

Budgets

(Continued from Page 125)

lated marketplace.

Those companies view U.S. business people not only as potential customers, but as potential partners. The day of worldwide joint ventures has arrived, and corporate ads act as elaborate calling cards for companies seeking partners. For example, 29 Japanese companies use corporate advertising—corporations such as Toshiba Corp., Hitachi Ltd., Mitsubishi Corp., Nissan Motor Corp. and Mazda Motor Corp.

The foreign influx isn't limited to the Japanese.

A typical European example is Aerospatiale, the giant French aerospace company that launches satellites, builds the Airbus and helicopters and arms the free world with things such as the Exocet missile. Engaged in joint ventures all over the world, Aerospatiale began a campaign in 1984 to become better known to potential U.S. partners.

In addition, there is Lucky Goldstar, a Korean company; Krupp from West Germany; Volvo from Sweden; BAT Industries from England, and so on. Altogether, 74 out of the top 500 corporate advertisers in the U.S. media were foreign-based.

Another trend of note is that growing corporate spending makes possible the use of more expensive print space units.

Some publications report they are carrying more corporate ad spreads than single pages, and more color than b&w.

Insert-like sections are almost commonplace: Singer Co., Westinghouse Electric Corp., AT&T and Korea's Daewoo Industries are among those that have used multiple-page units. Allied Corp., Goodyear Tire & Rubber Co., American Can Co. and Aerospatiale all have used fractional space in multiple units on facing or consecutive pages. The effort to stand out in a growing crowd is obvious.

Just how much was spent on corporate advertising over-all last year? That statistic is hard to pin down.

After years of corporate advertising representing only about 2% of all advertising, it is now between 2% and 3%, or somewhere between $1.5 billion and $2 billion. That's about as close as one can estimate, given the problems with the data available so far.

Tracking corporate advertising activity is as yet an imperfect science. So is forecasting. Yet, at this writing, first-quarter 1985 figures—available only in rough form for two media—show that the greater expenditure levels are not holding but increasing this year. The rate of increase will not be as great, but it should approach 20% if the economy holds, if the new campaigns that started this year continue and, as they say down home about unforeseen events, "the creek don't rise."

The author, Thomas Garbett, Waterford, Conn.-based consultant specializing in corporate advertising, will be launching "Garbett's Quarterly Corporate Advertising Activity Report," a newsletter analyzing data from a variety of sources, late this summer. He is the author of the book "Corporate Advertising: The What, The Why and The How" published by McGraw-Hill Book Co. in 1981.

"*Hardcopy* Magazine...First DEC Publication To Give You The U.S. & Europe!"

George R. Seldin — Publisher

In December, *Hardcopy* Magazine will begin reaching 10,000 qualified DEC buyers in the dynamic European market. Every issue will have an editorial/advertising supplement designed exclusively for the European reader.

Your advertising message in *Hardcopy* Magazine will automatically reach our domestic circulation plus **10,000** active European prospects... **at no extra cost!** No other DEC publication offers such an exclusive marketing package.

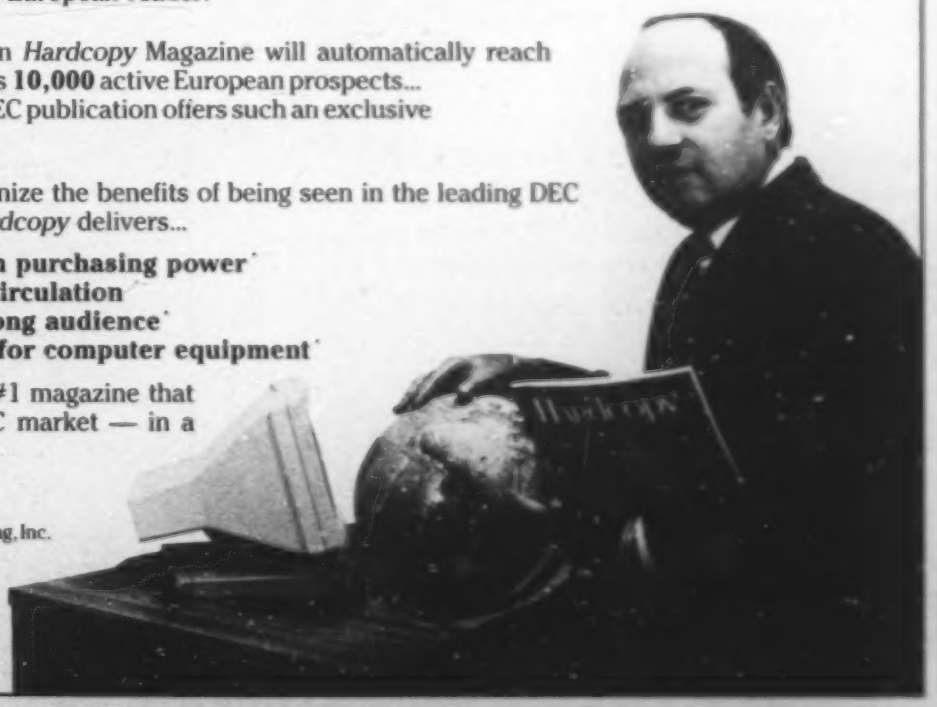
Hardcopy advertisers recognize the benefits of being seen in the leading DEC publication. They know *Hardcopy* delivers...

- **#1 in readership with purchasing power***
- **82,209 BPA Audited circulation**
- **215,000 total pass-along audience***
- **A $21 billion market for computer equipment***

Act Now! Advertise in the #1 magazine that gives you more of the DEC market — in a bigger way...*Hardcopy*.

(714) 680-0811

Hardcopy Magazine, Seldin Publishing, Inc.
P.O. Box 759, Brea, CA 92622



*Hardcopy Magazine readership study, July 1985 and various 1985 studies. Available upon request.

*DEC is a trademark of Digital Equipment Corporation.